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RIDE INTO UNCHARTED TERRITORY WITH THE OFF THE MAAP SERIES

Zwift, the online global fitness platform, is bringing back the Off The MAAP Series, starting on 3rd August. The Off the MAAP Tour is a multi-stage cycling tour that challenges Zwifters to ride the roads less travelled - all while kitted up in unique apparel with an exclusive jersey designed by our friends at MAAP, which you can also order upon completing the Off The MAAP Tour.

Four spectacular stages await as Zwifters will have to ride the Watopian Wildlands, London Outskirts, New York Skyroads and finally Yumezi backcountry. Want to be fully immersed and go truly Off the MAAP? Why not hide the display while you ride and be one with the road. Press H and get a landscape-only view of the map. The chat, leaderboard, and wattage windows will disappear, but your Zwift selfies will be better than ever. If you're a social butterfly, you can still use Zwift Companion to chat. Find out how to hide your display [here](#).

Sign up for the group rides, find new limits with the community and unlock two never-before-seen in-game items.

Love the in-game kit? Upon completing all four stages of the Tour, Zwifters will be sent an email with an exclusive offer to purchase the official Off the MAAP kit for themselves.

Learn more about the event series and how to sign up here: www.zwift.com/offthemaap



ABOUT MAAP

MAAP was established in 2014 to develop the art and progression of cycling through a considered approach to style, innovation and performance. With a fresh blend of bold patterns and technically advanced performance fabrications, MAAP's products are designed for a global community of cyclists pushing their training, racing and adventuring to ever greater levels.

ABOUT ZWIFT

Zwift is the fitness company born from gaming. We're dedicated fitness enthusiasts, experienced video game developers, and disruptive thinkers. Play is in our DNA and we know fun fuels results.

Zwift utilizes massively multiplayer online gaming technology to create rich, 3D worlds ripe for exploration. Join thousands of cyclists and runners in immersive playgrounds like London, New York, and Paris as well as our very own Watopia.

Our app connects wirelessly to exercise equipment: bike trainers, treadmills, and more, so your real world effort powers your avatar in the game.

From friendly races to social rides and structured training programs, Zwift unites a diverse community in pursuit of a more fun, immersive and social fitness experience.

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ZWIFT